ICETRAK WhatsApp PRICE LIST

WhatsApp Messaging

The Icetrak messaging servers act as a conduit between you and Meta who are the owners of WhatsApp. If you think of Meta as the network carrier like BT or Vodafone it's all a bit clearer. WhatsApp/Meta will charge you directly via your Facebook Business Account for your WhatsApp Messages. Icetrak will charge you for our WDA Robot and for the per message processing that our servers need to do in order to send them in to WhatsApp for you.

WhatsApp Message pricing therefore consists of 3 separate components. You need all 3 components to make WhatsApp Messaging work.

1) You need a Facebook Business Account from Meta. We don't control this or the charges that Meta have. As the owners of WhatsApp, Meta will charge you directly for messages sent through your WhatsApp Account. They charge for message delivery on a per conversation basis. The details of their pricing can be found here: https://business.whatsapp.com/products/platform-pricing.

   Our WhatsApp Delivery Agent (WDA) will endeavour to use open Service Windows wherever possible and if we need to wrap a Business Message in a template we will always try to use a Utility template. If there are no WhatsApp conversation windows open then our Robot will need to send a Utility template message in order to open a window and start a conversation.

2) You need our WDA Robot which:
   a) manages all of your WhatsApp Conversation Windows as defined and charged for by Meta
   b) reverse engineers your messages in to WhatsApp templates if there is no conversation windows open
   c) manages all of your recipients delivery preferences
   d) presents a simple /menu and /optOut command to WhatsApp Recipients
   e) presents a /menu with the default settings of "request a callback" and OptOut

   Any auto reply messages going to recipients automatically generated by the Robot are included in this price and do not incur an Icetrak transaction charge. This covers the messages required for OptIn/OptOut, auto replies etc.

   The WDA pricing is as follows and it's based on the number of recipients that have registered to receive messages from you via WhatsApp. As the number of recipients grow you will automatically be moved up in to the next price band. We have the following bands:

WDA Version	Monthly Charge	Max Recipients

WhatsApp Lite	£30	300
WhatsApp SME	£60	1000
WhatsApp Corporate	£120	Unlimited

3) Message transaction Charges. Any messages requiring delivery to a WhatsApp Recipient sent to our servers by Business Consultants, users, applications etc, i.e. any messages requiring delivery that are not generated by the Robot itself incur a message transaction charge.

Business Transactions	UK pence per message
WhatsApp Lite	2.8p
WhatsApp SME	2.5p
WhatsApp Corporate	2.2p

WhatsApp Consultancy and Robot Design

Should you require any more advanced WhatsApp functionality like WhatsApp Flows and enhanced automated Robots Icetrak will be happy to provide you with consultancy and development on a per project basis.

Icetrak Contact Details:

For more information or a trial of the WhatsApp Delivery Agent please contact us:

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